



Reach the Audience that Counts...

89.9 FM WJCT Public Radio

How Do WJCT Listeners Compare to First Coast Residents? WJCT attracts an audience most notably distinguished by its education excellence and professional success. Listeners are affluent, active consumers, business leaders, and involved in their communities. 54% of all listeners are ages 25-54 with a median age of 50, 37% of which are 35-54. The following provides an overview of who listens to public radio.

89.9 LISTENERS ARE AFFLUENT AND ACTIVE CONSUMERS

- 23% have a household income of \$100,000+
- 36% have a \$75,000+ household income
- 35% plan to buy personal computer/equipment
- 87% more likely to spend \$30,000+ on a new car purchase
- 78% current homeowners
- 81% participated past 12 months – lawn/gardening
- 26% plan to remodel their home within the next 12 months
- 54% attended opera/symphony/theater in the past 12 months
- 57% adults age 25-54
- 68% adults age 25-64

89.9 LISTENERS VALUE EDUCATION

- 60% have at least one college degree
- 31% have an advanced degree
- 53% bought 12+ books last year
- 90% have one or more computers at home

89.9 LISTENERS ARE DECISION-MAKERS & OPINION LEADERS

- 39% are professional/technical/proprietor/managerial
- 11% influence business banking decisions
- 22% influence purchase of office supplies and equipment
- 21% plan to buy a home during the next 2 years
- 39% exercised 12+ times in a health club last year
- 30% plan to buy car/van/truck/suv
- 91% voted in local, state, national election in the past year

89.9 LISTENERS USE FINANCIAL SERVICES

- 32% have liquid assets (cash/stocks/CD's/etc.) of \$100,000+
- 70% investors – have CD's/IRA's/401K's
- 39% are members of a credit union
- 68% use banking services

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tune
in. find
out.